

ORDER



Orders
Order / Rev: 711095
Alt Order #: 06302772
Product Desc: AMERICANS FOR PROS
Estimate: 1306
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 08/31/12 / 08/31/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Americans For Prosperity
Demographic: A50+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/27/12 | 09/10/12 | 36 | \$88,300.00 | \$75,055.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 36 | \$88,300.00 | \$75,055.00 | 0.00 |
| Totals | 36 | \$88,300.00 | \$75,055.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|--------------|
| KARE | 25% | \$88,300.00 |
| Market | 100% | \$353,200.00 |

Competitive Share

| | Share | Total |
|-------|-------|--------------|
| CABLE | 0% | \$0.00 |
| KAWB | 0% | \$0.00 |
| KAWF | 0% | \$0.00 |
| KCCO | 0% | \$0.00 |
| KCCW | 0% | \$0.00 |
| KFTC | 0% | \$0.00 |
| KMSP | 4% | \$14,128.00 |
| KMWB | 0% | \$0.00 |
| KPXM | 0% | \$0.00 |
| KRWF | 0% | \$0.00 |
| KSAX | 0% | \$0.00 |
| KSTC | 0% | \$0.00 |
| KSTP | 17% | \$60,044.00 |
| KTCA | 0% | \$0.00 |
| KTCI | 0% | \$0.00 |
| KWCM | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WCCO | 54% | \$190,728.00 |
| WFTC | 0% | \$0.00 |

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 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Americans For Prosperity
 Product Desc: AMERICANS FOR PROS
 Estimate: 1306
KARE

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------|------|-------------------|-----------------|--|-------------------|-----------------------------|-------------|------|---------------|-------------|-----|------|------|-------|-------------|
| E 1 | KARE | 09/05/12 | 09/07/12 | M-F 11a-12p KARE 11 Today | CM | 11A-12P | --WTF-- | 1:00 | 3 | \$350.00 | P-2 | 0.00 | NM | 3 | \$1,050.00 |
| 1X MAX/DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | --WTF-- | 3 | | \$350.00 | | 0.00 | | | | | | |
| E 2 | KARE | 09/04/12 | 09/07/12 | M-F 430-5p Jeopardy | CM | 430-5P | -T--F-- | 1:00 | 2 | \$1,600.00 | P-2 | 0.00 | NM | 2 | \$3,200.00 |
| 1X MAX/DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -T--F-- | 2 | | \$1,600.00 | | 0.00 | | | | | | |
| E 3 | KARE | 09/04/12 | 09/07/12 | M-F 5-530p KARE 11 5 News | CM | 5-530p | -TWTF-- | 1:00 | 4 | \$2,400.00 | P-2 | 0.00 | NM | 4 | \$9,600.00 |
| 1X MAX/DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -TWTF-- | 4 | | \$2,400.00 | | 0.00 | | | | | | |
| E 4 | KARE | 09/04/12 | 09/07/12 | M-F 6-630p KARE 11 6 News | CM | 6-630p | -TWTF-- | 1:00 | 4 | \$2,600.00 | P-2 | 0.00 | NM | 4 | \$10,400.00 |
| 1X MAX/DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -TWTF-- | 4 | | \$2,600.00 | | 0.00 | | | | | | |
| E 5 | KARE | 09/04/12 | 09/07/12 | M-F 630-7p Entertainment Tonight | CM | 630pm-7pm | -TWTF-- | 1:00 | 4 | \$3,000.00 | P-2 | 0.00 | NM | 4 | \$12,000.00 |
| 1X MAX/DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -TWTF-- | 4 | | \$3,000.00 | | 0.00 | | | | | | |
| E 6 | KARE | 09/04/12 | 09/06/12 | PR DNC | CM | 9-10P (9:00 PM-10:00 PM) | -T-T--- | 1:00 | 4 | \$4,000.00 | P-2 | 0.00 | NM | 4 | \$16,000.00 |
| 1X MAX/DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -T-T--- | 4 | | \$4,000.00 | | 0.00 | | | | | | |
| E 7 | KARE | 09/08/12 | 09/08/12 | Sat 8-10a KARE 11 Saturday | CM | 8-10a | -----S- | 1:00 | 2 | \$1,500.00 | P-2 | 0.00 | NM | 2 | \$3,000.00 |
| | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -----S- | 2 | | \$1,500.00 | | 0.00 | | | | | | |
| E 8 | KARE | 09/08/12 | 09/08/12 | Sat 5-530p KARE 11 5 News Sa | CM | 5-530P | -----S- | 1:00 | 1 | \$1,300.00 | P-2 | 0.00 | NM | 1 | \$1,300.00 |
| | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -----S- | 1 | | \$1,300.00 | | 0.00 | | | | | | |
| E 9 | KARE | 09/08/12 | 09/08/12 | Sat 6-630p KARE 11 6 News Sa | CM | 6-630P | -----S- | 1:00 | 1 | \$1,600.00 | P-2 | 0.00 | NM | 1 | \$1,600.00 |
| | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -----S- | 1 | | \$1,600.00 | | 0.00 | | | | | | |
| E 10 | KARE | 09/08/12 | 09/08/12 | Sat 630-7p MN Bound | CM | 630pm-7pm | -----S- | 1:00 | 1 | \$1,650.00 | P-2 | 0.00 | NM | 1 | \$1,650.00 |
| | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -----S- | 1 | | \$1,650.00 | | 0.00 | | | | | | |
| E 11 | KARE | 09/09/12 | 09/09/12 | Meet the Press Meet the Press | CM | 9-10a | -----S | 1:00 | 1 | \$3,000.00 | P-2 | 0.00 | NM | 1 | \$3,000.00 |
| | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -----S | 1 | | \$3,000.00 | | 0.00 | | | | | | |
| E 12 | KARE | 09/09/12 | 09/09/12 | NFL Regular Season Football NFL Regular Season Football | CM | 715-1030P | -----S | 1:00 | 1 | \$13,000.00 | P-2 | 0.00 | NM | 1 | \$13,000.00 |
| | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -----S | 1 | | \$13,000.00 | | 0.00 | | | | | | |
| E 13 | KARE | 09/10/12 | 09/10/12 | M-F 11a-12p KARE 11 Today | CM | 11A-12P | M----- | 1:00 | 1 | \$300.00 | P-2 | 0.00 | NM | 1 | \$300.00 |
| | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | M----- | 1 | | \$300.00 | | 0.00 | | | | | | |
| E 14 | KARE | 09/10/12 | 09/10/12 | M-F 430-5p Jeopardy | CM | 430-5P | M----- | 1:00 | 1 | \$1,800.00 | P-2 | 0.00 | NM | 1 | \$1,800.00 |

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 Alt Order #: 06302772
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Americans For Prosperity
 Product Desc: AMERICANS FOR PROS
 Estimate: 1306

KARE

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount | |
|--------|------------|-------------------|-----------------|------------------------------|-------|-------------------|------------|------|-------------|------------|---------------|----------|-------|-------------|--|
| E 14 | KARE | 09/10/12 | 09/10/12 | M-F 430-5p Jeopardy | CM | 430-5P | M- - - - - | 1:00 | 1 | \$1,800.00 | P-2 | 0.00 NM | 1 | \$1,800.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 09/10/12 | 09/16/12 | M- - - - - | | 1 | | | \$1,800.00 | | 0.00 | | | | |
| E 15 | KARE | 09/10/12 | 09/10/12 | M-F 5-530p KARE 11 5 News | CM | 5-530p | M- - - - - | 1:00 | 1 | \$4,000.00 | P-2 | 0.00 NM | 1 | \$4,000.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 09/10/12 | 09/16/12 | M- - - - - | | 1 | | | \$4,000.00 | | 0.00 | | | | |
| E 16 | KARE | 09/10/12 | 09/10/12 | M-F 6-630p KARE 11 6 News | CM | 6-630p | M- - - - - | 1:00 | 1 | \$4,000.00 | P-2 | 0.00 NM | 1 | \$4,000.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 09/10/12 | 09/16/12 | M- - - - - | | 1 | | | \$4,000.00 | | 0.00 | | | | |
| E 17 | KARE | 09/04/12 | 09/07/12 | M-F 4-430p KARE 11 4 News | CM | 4-430P | - TWTF - - | 1:00 | 4 | \$600.00 | P-2 | 0.00 NM | 4 | \$2,400.00 | |
| | 1X MAX/DAY | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 09/03/12 | 09/09/12 | - TWTF - - | | 4 | | | \$600.00 | | 0.00 | | | | |
| Totals | | | | | | | | | | | | | 36 | \$88,300.00 | |